

THE BUSY STORE

Service and Values

"The Busy Store" is now a Household word. Our territory is large and is growing larger. Our "Buy-at-Home" campaign has sent our merchandise into many homes where catalogues used to be supreme. People are prepared to spend their cash at home when they find the merchant prices are out after the business and prepared to knock out all comers East and West.

That's Busy Store Success

Our second name is Hustle and our first and last is Business for the Busy Store, coupled by Service and Values that count with our customers.

Wheat is King and Flour Queen

Prices are moving in Flour and she is now on the throne beside King Wheat. Our September car is now about out and another rolling bought six weeks ago, and still another for Dec. 1. We can keep retail prices down for a while any way. Flour is \$5.00 at the mills today by car and our price is \$5.

Dried Fruits Now Arriving

The first car of Dried Fruits is in, 40 cases of Pecches, 25 cases of Apricots and 25 cases of Victoria Cross Current; also 65 cases of Seedless Raisins arriving in a few days — grapes and dates are scarce.

A ton of Ripe and Dry Beans to hand. Prices of both have dropped at the busy store.

Lemon, Orange and Citron Peels in big display.

Syrups, Molasses, Honey and Jams in enormous quantities. Get Busy Store Prices on these.



Men's Fur Coats

See Ramsay's showing of Dog Skin Coats. Our \$22 and \$35 lines are values we are not ashamed to show. No. 1 Wombat Coat \$65, Raccoon Coat \$100 and \$125. See our Cloth Coats with Heavy Linings and Fur Collars. Our leader at \$15 is a Trade winner.



Men and women like to trade where the crowds are.

Footwear !!

Oh, Say! But we shine in Footwear. J. & T. Bell, Slater, Amherst and Williams. Our always busy Shoe Counter is our best ad.

Overshoes and Rubbers

Fortune favors us in a big way of Men's and Boys Overshoes and our boots are in Men's 1-Buckle Overshoes \$1.85 and Boys \$1.25. Men's rubbers 75¢ and Women's 60¢. Misses Overshoes at 45¢ and child's at 35¢.

Gloves and Mitts

Buck, Horse, Pig, Reindeer (no skin). Prices from 25¢ up. Also Men's Hotterly Gloves from 25¢ up. Our \$50 Hosiery for Men is a peach.

Men's Clothing

Some choice patterns in Men's Suits, \$12, \$15 and \$20. Also special Order Suits to Measure.

Sweaters—Busy Store values in Boy's and Men's. Prices \$1.35 up. Our Ladies' Sweaters and Caps are beautiful.

That's why you always find Ramsay's store crowded.

Yours for Fall Trade,

J. A. RAMSAY

"The Busy Store"

Where the People Trade

P.S.—Have you got in our Free Silverware deal? Look this up.

MASSAY-HARRIS AGENCY

We sell kinds all 'of farm implements. Gasoline engines, pumpjacks and pumps. Wagons. Buggies and Democrats.

A. R. TUDHOPE,
Agent

Licensed Auctioneer for the Province of Alberta. 20 Years experience. Terms reasonable.

THE WISE GUYS ALL ADVERTISE

THE MCKAY HARDWARE STORE

After being in business for three months we have a big stock of

Lamps, Lanterns
High Grade Coal Oil

Bonny Oak and
Hot Blast Heaters

We have just received a large shipment of grain scoops. They can be used for half bushel measure and are the latest scoop on the market.

When you want any hardware be sure and call on us. We are always glad to sell you small orders as well as big ones.

F. K. MCKAY, Prop



Everything a smoker wants is handy in our store. Just come in and see for yourself.

GOOD EVERY HOUR

Tucketts
CLUB SPECIAL
Cigar

When you're a pleasure

J. E. JAMES

LOCAL AND GENERAL

Everything in threshers supplies will be found in James' Hardware.

Leave your order for a Columbia Grindstone at Gaudaur's new Jewelry Store.

Now is the time to advertise your Christmas goods. Already some are studying catalogues.

At the rate autos are put out of business thereabouts a repair shop would do well in Standard.

Thousands of dollars worth of wheat are being received daily at the Standard elevators.

Read the Alberta Farmers' Co-operative Elevator Company's ad. in this issue. Every week there will be something new in their ads.

Nissen Bros. have sold their farm two and one-half miles south of Gleichen on Saturday, November 15th. Mr. Fraser will take care of all their horses, cattle, farm implements, household goods, etc. Read their ad. in this issue.

While W. C. Reasin was playing with a cold on Monday morning it kicked him and broke the bridge of his nose. Dr. Ferguson was called at once and although he suffered a good deal of pain he is improving nicely.

On Wednesday night of last week the barn and contents belonging to Peter Nelson near Standard was destroyed by fire. The barn was a fine brick house. How the fire originated we do not know. He carried no insurance. He was away from home at the time.

Last Saturday morning the wife of one of our citizens visited the Gaudaur office and asked for a copy of our last issue. "We have not received our *Call* yet and I want to see the bargains that the stores are offering before it is too late." Who was it said no one read advertisements?

There are some strange people in this world—always waiting for some one from Missouri. Two weeks ago the Basano mail published a half page ad. in a department store and had this written: "The result was magic. Last week the Mail was full of local ads and no department store ad appeared."

Recently a department store offered the *Call* the regular price for a big ad. in the mail. The manager did not care to accept ads from out of town so long as local men were advertising the same goods. Then they asked for a copy of the *Call* and now they want to advertise again. They must be crazy! If you are a *Call* reader would you return this money if you were in our place and very much need the cash and they so anxious to buy the space?

A bunch of high grade William and Mary furniture just received at Gaudaur's new Jewelry Store. Eaton prices for all.

Wednesday afternoon of last week Private Wm. Service, Jr., received a visit from a man from the south. He was out duck hunting near St. Mary's along on the Reservoir slopes. He was carrying his gun under his arm as he walked along when it went off, the charge striking his left foot. He managed to get home to his horse and ride it to the doctor's office. W. D. Trego's threshing outfit had a break-down out of town a short distance and the men were working to repair the machine. As Billy heard that he fainted from the heat and was unable to stand for a few little more until his foot was bandaged up neatly. Mr. Trego at once brought him in his auto to Dr. Farquharson, who found it necessary to amputate his small toe and a portion of his foot. He is recovering nicely now but it will be sometime before he completely recovers.

No job of printing is too small or too large for execution at the *Call*.

THE CANADIAN BANK OF COMMERCE

BR. EDWARD WALKER, C.V.C., LLD., DCL., President
JOHN AIRD, General Manager
H. V. F. JONES, Ass't General Manager
V. C. BROWN, Superintendent of Central Western Branches

CAPITAL, \$15,000,000 RESERVE FUND, \$13,500,000

FARMERS' BUSINESS

The Canadian Bank of Commerce extends to Farmers every facility for the transaction of their banking business, including the discount and collection of sales notes. Blank sales notes are supplied free of charge on application.

GLEICHEN BRANCH, J. CAMERON, Manager



When you buy your clothes from us once we figure on 'doing business with you for the rest of your happy days. We say happy days because you'll never kick about your clothes when we furnish them. You'll not kick about the price when you buy; you will get the low price. You will not kick about your clothes after you buy; you will get style, fit, comfort and long wear.

Hicks Trading Co.

Revelstoke Sawmill Co., Limited.

We now have on hand a very complete and new stock of all kinds of lumber, also a car of cement and one of shingles. In fact our entire stock of building material is

Brand New and we respectfully invite you to call and inspect same

No bill too large or none to small for us to furnish. Call and let us give you a figure on that new house or barn. Estimates cheerfully given. We make a specialty of mail order competition and deliver the goods, as promised.

Give us a Trial

C. L. FARROW, Local Mgr.

The Gleichen Call

I desire to give Five votes in your Prize Contest 1916 to

Name of Contestant

Signed